

REQUEST FOR PROPOSAL

HILLCREST CORRIDOR MOBILITY PLAN



**City of San Diego Planning Department
202 'C' Street, Fourth Floor
San Diego, CA 92101
(619) 235-5200**

TABLE OF CONTENTS

I.	INTRODUCTION	3
II.	BACKGROUND	3
III.	PROJECT DESCRIPTION.....	4
	1. Project Purpose	4
	2. Fee Estimate.....	4
	3. Payment.....	4
	4. Timeline	4
IV.	SCOPE OF R EQUIRED SERVICES	4
	1. Project Management and Administration	4
	2. Community Outreach and Participation.....	6
	3. Base Mapping	6
	4. Integration of Initial Traffic Calming and Transit Concepts into a Draft Concept Plan ...	7
	5. Transit Operating Plan	7
	6. Evaluation of Draft Concept Plan	8
	7. Identify Potential Revisions to the Draft Concept Plan	9
	8. Alternatives Analysis and Refined Concept Plan	10
	9. Environmental Reconnaissance to Identify Potential Major Impacts	10
	10. Conceptual Design of Refined Concept Plan Components	10
	11. Cost Estimates.....	10
	12. Develop an Implementation Plan.....	10
	13. Final Report	11
	14. Schedule.....	11
V.	PROPOSAL REQUIREMENTS	12
	1. General.....	12
	2. Contents	12
VI.	SUBMITTAL REQUIREMENTS.....	15
VII.	PRE-SUBMITTAL ACTIVITIES	16
VIII.	CONSULTANT EVALUATION AND SELECTION PROCESS	17
IX.	EVALUATION CRITERIA	18
X.	SCHEDULE FOR NOMINATION, SELECTION, AND AWARD	20
XI.	SPECIAL CONDITIONS.....	20
XII.	ATTACHMENT LIST.....	20

ATTACHMENT A - EOCP CONSULTANT REQUIREMENTS

REQUEST FOR PROPOSALS
HILLCREST CORRIDOR MOBILITY PLAN (HCMP)

I. INTRODUCTION

The City of San Diego Planning Department, together with the San Diego Association of Governments (SANDAG) and the Uptown Partnership, Incorporated (UPI), has obtained grant funding through the California Department of Transportation (CALTRANS) Community-Based Planning, and the Statewide Transit Planning grants. Funding totaling \$375,000 will be used to procure an engineering/transportation planning consultant team who will refine an initial concept plan, and create a design concept proposing traffic calming, bus rapid transit, bicycle and pedestrian facilities, and parking improvements in the Hillcrest community. The consultant team, working with the community to solicit their input, will perform detailed multi-modal analysis to assess existing conditions and projected 2030 conditions with and without the project, evaluate alternatives, formulate a refined conceptual design plan, estimate capital improvement costs, and put forth a project implementation plan. The primary components of the work program include: (1) public outreach and involvement (2) mobility assessment of all modes of travel in the corridor, and (3) development of a conceptual mobility plan and streetscape designs.

II. BACKGROUND

Hillcrest, a neighborhood in the Uptown Community Planning area, is generally bounded by Washington Street on the north, Curlew Street on the west, Upas Street on the south, and Park Boulevard on the east. Hillcrest is characterized by a pedestrian-oriented commercial/retail center featuring a myriad of mixed uses and entertainment. The community contains a wide variety of multifamily, residential development, with some single-family homes located along the fringes of both the commercial and higher density residential areas. Automobile traffic is particularly heavy in a north-south direction along Fourth and Fifth Avenues.

The Hillcrest corridor extends twenty-five (25) blocks from downtown San Diego on the south, along the west side of Balboa Park, to a medical center overlooking Mission Valley on the north, and includes Fourth, Fifth, and Sixth Avenues. The UPI prepared an initial transportation concept for the Hillcrest corridor in 2004, based on an analysis of existing conditions and input from two public workshops. This work is documented in the *4th 5th and 6th Avenue Traffic Calming Project Report*, January 2005. The initial concept plan includes transit lanes along most of Fourth and Fifth Avenues, a north-south, one-way couplet connecting Hillcrest southerly to downtown and northerly to Fashion Valley. The concept plan also identifies bus rapid transit (BRT) station locations at approximately one-half mile intervals at major cross-streets, bus transfer sites, and community activity centers. The initial concept plan identifies potential traffic calming measures including curb bulb-outs, lane narrowing, lane reductions, traffic signal improvements, and angle parking locations. Potential pedestrian improvements include pedestrian refuge medians as well as bulb-outs and pavement markings. The initial concept plans for calming traffic, improving transit service, and enhancing the pedestrian environment will function as the beginning point for the requested planning study. The *4th 5th and 6th Avenue Traffic Calming Project Report* dated January 2005 will be made available in PDF format upon

request. In addition, information relevant to development of the transit and BRT components of the Hillcrest Corridor Mobility Plan (HCMP) is contained in a memorandum to Metropolitan Transit Development Board (MTDB) staff dated February 2, 2002 that discusses the implementation feasibility of a transit showcase project in the Fashion Valley, Downtown, Hillcrest, Zoo corridor. This will also be made available in PDF format upon request.

III. PROJECT DESCRIPTION

1. Project Purpose

The project objective is to achieve community consensus on the design of traffic calming measures, transit, bicycle, and pedestrian improvements, and additional parking in the urban Hillcrest corridor. This project would continue a study that was initiated by community groups two years ago. With extensive community outreach and involvement throughout the entire process, consensus would be reached on a refined concept plan for the corridor that addresses mobility and safety for all modes of travel. The project would collect and compile data on existing conditions such as: existing roadway and intersection configurations; traffic, bicycle and pedestrian counts and accident data; and transit facilities and services. With this information and the previous work done by the UPI, the project would integrate initial traffic calming, bus rapid transit (BRT), bicycle, pedestrian and parking concepts into a draft concept plan, and conduct the necessary feasibility and alternatives analysis to develop a refined concept plan.

2. Fee Estimate

The maximum, not-to-exceed fee for the Scope of Services outlined herein will be \$375,000.

3. Payment

The selected firm(s) will be paid a fixed fee. Payment will be made on a monthly basis for work performed to date.

4. Timeline

The project must be completed on an accelerated schedule. The contract term will begin on the date a contract is signed by the consultant and the City, and will terminate on or before **June 30, 2008**. However, due to CALTRANS grant administration requirements, it is essential that the selected consultant conduct the necessary work to complete the project and submit all invoicing to the City no later than **February 22, 2008**. There are no exceptions to this and no extensions will be considered.

IV. SCOPE OF REQUIRED SERVICES

1. Project Management and Administration

1.a The consultant will have a local San Diego office established for managing the project.

- 1.b** The consultant will appoint a Project Manager with the knowledge and appropriate expertise to manage the project effectively and to be the key point of contact for the City Project Manager.
- 1.c.** The consultant Project Manager will play an active role to maintain the project schedule and budget. Regularly scheduled coordination and status meetings will be held with City staff to review the project status and budget, obtain required City approval, make decisions, and discuss issues that have the potential of adversely affecting the project budget, schedule, or product. The consultant will prepare meeting agenda in consultation with the City Project Manager, distribute agenda prior to meetings, arrange for appropriate participants to attend, and distribute meeting notes for regular project status meetings, project working group meetings, and public meetings. Meeting minutes will be distributed within one week of the meeting and will include the issues discussed, action items, and responsible parties.
- 1.d.** The consultant will create and staff a project working group (PWG) which will serve as an advisory committee for the project. The PWG will include staff from City departments, SANDAG, UPI, and community representatives. Members of the PWG will also serve as liaisons to their respective departments and organizations. The consultant will develop a schedule for the PWG to meet at appropriate times during the project in order to provide the PWG with progress reports, present to the PWG their work products and the results of their analyses, and get the PWG's input on potential alternatives to help guide the development of the Plan.
- 1.e.** The consultant will maintain a "decision log" for the project, which will include the issue, responsible decision-maker and date decision was made.
- 1.f.** The consultant will provide quality control of all products prior to submittal to the City, will ensure that all work is completed and deliverables provided on time according to the project schedule, and that all analyses are technically accurate and all work products are of high quality. The consultant will identify the person responsible for internal quality control for the project and include it on the project schedule. It is recommended that quality control be performed by a senior member of the consultant staff who is not a member of the project team.
- 1.g.** The consultant Project Manager will develop, maintain, and provide to the City Project Manager monthly progress reports that address the progress of work; project schedule; project budget; information/decisions required to maintain the project schedule and complete deliverables; problems encountered that may affect the schedule, budget, or work products; and anticipated work, action items, and review activities for the following month.

Deliverables:

- Meeting minutes for all project meetings within one week of meeting
- Monthly progress reports

2. Community Outreach and Participation

2.a. As a primary objective, the consultant, along with the City of San Diego, SANDAG, and UPI, would encourage extensive community input and involvement through a new round of public workshops and informational presentations. The selected consultant will be required to develop a detailed public involvement program and to work with the City to establish and maintain a project website to keep the public informed throughout the process. The outreach strategy may include, but is not limited to the following:

- Focus groups workshops and interviews
- Public workshops - minimum of three
- Walk audits
- Project website, that the consultant is to work with the City to create and maintain
- Project information center
- Project information brochure
- Regular project newsletters
- Visual displays
- Media participation through interviews, public service announcements (PSA), etc.
- Presentations/updates to public officials

2.b. The consultant will make two presentations to the Uptown Community Planning Committee, one at the beginning of the process and one when the final project report has been completed. The presentations to the community planning group are in addition to the community workshops described in the above tasks

2.c. The consultant will coordinate with other agencies as necessary throughout the project.

Deliverables:

- Community Outreach and Involvement Plan
- Project calendar
- Workshops plan
- Meeting materials, presentations, displays, handouts
- Meeting notes
- Project website

3. Base Mapping

The consultant will create base maps of existing conditions including, but not limited to, high resolution aerial photography, right-of-way and curb-to-curb

conditions, water and sewer facilities, dry utilities, street lighting, transit stops and stop amenities, pedestrian facilities and traffic volumes. The base maps will be used for evaluating project concepts and impacts of project features.

The City is currently pursuing a separate contract with a vendor to provide 360° panoramic digital photos of the study area streets for use in verifying field conditions, community presentations, report graphics, etcetera. It is anticipated that the consultant would be provided access to this information for the duration of the contract for use in conducting this project.

Deliverables:

- Hillcrest corridor maps that depict:
 - High-resolution aerial photography
 - Curb, gutter, sidewalk, and raised medians
 - Striping and pavement marking
 - Topographic information (minimum 2 foot contours)
 - Existing landscaping
 - Wet and dry utility information
 - Traffic controls
 - Street lighting
 - Transit stops and amenities
 - Pedestrian facilities
 - Traffic and pedestrian volumes

4. Integration of Initial Traffic Calming and Transit Concepts into a Draft Concept Plan

The consultant will take the work products of the traffic calming and transit/BRT and pedestrian access proposals (January 2005 report and February 2002 memo) and combine them with the base mapping information, existing and proposed land uses, and existing conditions information to create an integrated draft concept plan. In addition to all of the other components, the integrated draft concept plan will include three northbound, and three southbound BRT/express bus stations at major intersections along the route and any pedestrian improvements that are needed to ensure safe and convenient access to the stations.

Deliverable:

- Draft integrated concept plan

5. Transit Operating Plan

- 5.a.** The consultant, with the guidance of SANDAG, will evaluate transit service options and ideas in conjunction with the traffic calming and pedestrian proposals being evaluated and refined in this study.
- 5.b.** The consultant will prepare a transit operating plan showing how to operate BRT and local bus service using the existing operating budget.

- 5.c. The consultant will compile and analyze data such as transit rider profiles, existing and future demand for the transit routes in the corridor, route travel times and delays, and transit stop locations in order to develop improved transit services and operating plans.
- 5.d. The consultant will evaluate if travel speed improvements could be achieved by implementing transit priority measures such as transit lanes, queue jumpers, or traffic signal priority, and relocating and/or consolidating stops.
- 5.e. For all proposed transit stations/stops alternatives, the consultant will identify impacts to parking and identify replacement parking where feasible.
- 5.f. The consultant will estimate efficiencies gained in the proposed BRT and local services compared to existing local services and project improved travel speeds and their resultant savings in vehicles and drivers.
- 5.g. The consultant will recommend alternative uses for the saved resources, including higher frequencies or better service to regional destinations.

Deliverables:

- A proposed service plan showing how rapid bus and local services could operate in a corridor, including identification of any bus stops to be removed or moved
- A proposal for the allocation of rapid and local bus service frequencies and vehicles, based on the existing operating budget
- An evaluation of service quality impacts from resource reallocation to local riders
- A phasing plan for implementation of rapid bus service

6. Evaluation of Draft Concept Plan

The consultant, with the guidance of the City of San Diego Traffic Engineers, SANDAG, and UPI, will evaluate the draft concept plan in conjunction with the proposed transit operating plan. This would include the following:

- 6.a. Collect/compile information on existing conditions, including traffic collision information, average daily traffic (ADT) counts, peak-hour intersection turning movement counts, pedestrian counts, traffic speed data, and transit service and usage data. The consultant will determine specific count locations to be approved by City staff.
- 6.b. Forecast 2030 travel volumes by checking the transportation network and land uses in the Cities/County travel forecasting model for the base year and year 2030, having SANDAG run a base year forecast and comparing the results to existing traffic counts, roughly calibrating the model for the study area if necessary, and running 2030 forecasts without and with the

project, including collecting select link data in order to determine “with project” traffic volumes for analysis.

- 6.c.** Evaluate the adequacy of the transportation network of the draft concept plan and the feasibility of the proposed concept plan and its individual elements for pedestrians, bicycles, traffic, transit and emergency response based on traffic engineering principles using the data obtained in tasks 6.a and 6.b. The consultant will determine specific locations for analysis to be approved by City staff.

The following is required in order to evaluate and refine this multimodal plan with the focus on the adequacy of the transportation system in meeting land use needs and contributing to a high quality of life:

- include existing conditions, year 2030 without the project and year 2030 with the project for analysis scenarios;
- evaluate morning, mid-day, and evening peak periods;
- evaluate other periods of peak usage as necessary (i.e. peak pedestrian usage during evenings and/or weekends)
- conduct capacity and operational analysis for roadway segments and intersections;
- conduct microsimulation of traffic and transit operations;
- analyze transportation system performance measures including corridor delay, travel times, queuing, and stops for general traffic and transit vehicles;
- determine projected diversion of traffic and evaluate side street/parallel street impacts;
- evaluate effects on emergency access and response times;
- evaluate impacts to parking; and
- focus on the adequacy of the transportation system in meeting land use needs and contributing to a high quality of life.

Deliverables:

- Existing conditions raw data
- Documentation of travel forecast process and plots of final model results
- Draft and final analysis results and interpretation
- Electronic files of any final analyses conducted with software programs, such as Synchro, VISSIM, Corsim, transit analysis, etc.

7. Identify Potential Revisions to the Draft Concept Plan

The consultant, based on traffic engineering principles, relative costs and benefits, potential impact, and PWG and community input, will propose potential modifications (including multiple alternatives where appropriate) to the draft concept plan with the goal of balancing the needs of all modes of transportation.

Deliverable:

- Recommended revisions to the draft concept plan

8. Alternatives Analysis and Refined Concept Plan

The consultant will analyze the potential revisions to the draft concept plan in order to develop a refined concept plan balancing service levels for all modes of transportation. The refined concept plan should also possess a high degree of community support.

Deliverables:

- Draft and final analysis results and interpretations
- Draft and final concept plan

9. Environmental Reconnaissance to Identify Potential Major Impacts

The consultant, based on the conceptual design, would identify the potential environmental impacts of the refined concept plan, including traffic analysis for the near-term with and without project scenarios. Most of the impacts are anticipated to be confined to within the community because this project is located in an existing neighborhood. The corridor is adjacent to an area of Balboa Park containing both developed park uses and natural open space.

Deliverables:

- Draft and final analysis results
- Preliminary environmental assessment

10. Conceptual Design of Refined Concept Plan Components

The consultant will prepare the conceptual design of the refined concept plan elements. While less than preliminary design (<30%), these plans would provide enough detail to determine reasonable cost estimates. The refined concept plan will include designs for three northbound, and three southbound BRT/express bus stations at major intersections along the route. Any necessary pedestrian improvements that are needed to ensure safe and convenient access to the stations will be included in the station designs.

Deliverables:

- Draft and final conceptual design plans
- MicroStation and AutoCAD files of final conceptual design plans

11. Cost Estimates

The consultant would estimate the costs of the refined concept plan including the traffic calming elements and transit and pedestrian facilities.

Deliverables:

- Draft and final take-off sheets and cost estimates
- Microsoft excel spreadsheet of final cost estimates

12. Develop an Implementation Plan

The consultant will develop an implementation plan and funding strategy addressing phasing of both short- and long-term improvements and identifying potential funding sources.

Deliverables:

- Draft and final implementation plan and funding strategy

13. Final Report

The consultant, after review and comment by City staff, will draft a report that describes and quantifies the project process, public outreach efforts, existing study area conditions, the draft concept plan, potential revisions and associated alternatives analysis, the refined concept plan, analysis of the refined concept plan, potential environmental impacts, conceptual design plans, cost estimates, and a proposed implementation plan and funding strategy.

Deliverables:

- Camera ready draft and final report chapters
- Microsoft Word and Adobe Acrobat files of final report
- Fifty (50) compact discs of final report
- Thirty (30) bound copies of final report

14. Schedule

A tentative schedule is provided in the following table. Proposers are encouraged to develop their own schedule, based on their proposed approach to the project. However, the final project completion date of February 22, 2008 is not flexible, as indicated in Section III, 4. Timeline.

HILLCREST CORRIDOR MOBILITY PLAN FEASIBILITY STUDY TENTATIVE SCHEDULE	
Task	Date
Consultant Selection, Contract Award	June - Mid-September 2006
1. Research and data collection	Mid-September - October 2006
2. Community outreach and participation	Mid-September 2006 – End
3. Base Mapping	Mid-September-December 2006
4. Draft Concept Plan	Mid-September - December 2006
5. Transit Operating Plan	Mid-September – January 2006
6. Evaluation of Draft Concept Plan	December 2006 - March 2007
7. Potential Revisions to the Draft Concept Plan	March - April 2007
8. Alternatives Analysis/Refined Concept Plan	May 2007 - September 2007
9. Environmental Reconnaissance	September - October 2007
10. Conceptual Design	September - December 2007
11. Cost Estimates	December 2007
12. Final Report	December - February 22, 2008

V. PROPOSAL REQUIREMENTS

1. General

The proposal should be concise, well organized, and demonstrate the proposer's qualifications and experience applicable to the project. The proposal will be bound or stapled together and **limited to 30 one-sided pages** (8.5 inches × 11 inches), inclusive of resumes, graphics, forms, pictures, photographs, dividers, front and back covers, cover letter, etc. Type size and margins for text pages should be in keeping with accepted formats for desktop publishing and processing and should result in no more than five hundred (500) words per page.

The written proposal must include a discussion of the proposer's approach to the project, a breakdown and explanation of project tasks, a proposed project schedule, an estimate of costs, and documentation of the firm and consultant's qualifications for the scope of work.

The proposer will be evaluated based upon the information submitted in accordance with the proposal requirements in Section V, the evaluation criteria in Section VIII, and compliance with all other requirements of this RFP.

2. Contents

Proposals submitted in response to this RFP shall be in the following order and shall include:

Cover Letter

Provide a one-page letter of introduction, which shall include the name, title, address, e-mail address, and telephone number of the person who will be authorized to represent the proposer. Each proposal shall be signed on behalf of the proposer by an officer authorized to bind the proposer.

Executive Summary

Include a 1-3 page overview of the entire proposal describing the most important elements of the proposal.

Table of Contents

Include a table of contents identifying the contents of the proposal by section and page number.

Identification of the Proposer and Establishment of the Proposer's Fiscal Responsibility

Please provide the following information:

- a. Legal name and address of proposer's company.
- b. Number of years that the proposer's company has been in business.

- c. Legal form of the company (partnership, corporation, joint venture, etc.). If joint venture, identify the members of the joint venture and provide all information required within this section for each member. If a corporation, certify that the corporation is in good standing with the Secretary of State.
- d. If the company is a wholly-owned subsidiary of a parent company, provide the legal name and form of the parent company.
- e. Address(es) of office(s) that will be working on this project.
- f. Name, title, address, e-mail address, telephone number, and fax number of the person to contact concerning the proposal.
- g. State whether the proposer has filed bankruptcy in the last ten (10) years and provide any other relevant information concerning whether the proposer is financially capable of completing this project.

Experience and References

- a. Describe the proposer's experience in completing similar consulting efforts. List three (3) successfully completed projects of similar nature. For each completed project, provide the name of the jurisdiction and Project Manager the proposer performed work for, address, telephone number, type of work performed, and dollar value of the contracts. A project currently being performed may be submitted for consideration as one of the references.
- b. Description of experience in the fields of land use, transportation, transit, bicycle and pedestrian planning, and traffic engineering, both on a company and individual basis.
- c. Description of public outreach and participation expertise (including samples of public outreach and participation materials, if appropriate)

Proposed Project Methodology

Describe the proposer's methodology to accomplish the project. The proposer should describe, in detail, how their proposed methodology is structured to accomplish the tasks outlined in the Scope of Work, a schedule for accomplishing the tasks, and how the project would be organized. The proposer should describe an organized outreach program that specifies which methods they will employ. Although the proposer should generally adhere to the Scope of Work, they are encouraged to propose modifications to the scope of work if they can demonstrate innovative, advanced, experienced, and/or well-thought-out methodologies that the City may not have specifically identified in the detailed scope of work.

The description shall include the resources or data needed to complete the tasks, scientific standards or methods if applicable, to be used, anticipated problems, and any additional relevant issues as to how the work will be completed in a timely and professional manner. In addition, the proposer shall include a proposed schedule of key milestones important to the completion of the project. Discuss how and what lines of communication will be implemented to maintain the project schedule.

Knowledge and Understanding of the Community Planning Environment

The project objective is to achieve community consensus on the design of traffic calming measures, transit, bicycle, and pedestrian improvements in the urban Hillcrest corridor. Consensus would be reached with extensive community outreach and involvement throughout the entire process. Describe the following:

- a. The proposer's experience with working with members of a community in developing a plan.
- b. The proposer's knowledge and understanding of the City's community planning process.

Project Organization and Key Personnel

- a. Describe proposed project organization, including identification and responsibilities of key personnel and proposed local presence for interfacing with the City's Project Manager. If applicable, indicate role and responsibility of prime consultants and all subconsultants, including MBE/WBE/DBE/DVBE subconsultants. If applicable, also indicate how local firms are being utilized to ensure a strong understanding of state and local laws, ordinances, regulations, policies, requirements, and permitting. Subconsultant letters of commitment are required.
- b. Provide an indication of the staffing level for the project. Identify the proposer's Project Manager. Indicate the extent of the commitment of key personnel for the duration of the project and furnish resumes including qualifications, specialized knowledge, technical competence, and experience of each team member.
- c. Describe the experience of the proposer's project team in detail, including the team's Project Manager, and other key staff members, on projects of similar size, capacity, and dollar value.
- d. The City's evaluation of the proposal will consider the proposer's entire team; therefore, no changes in the team composition will be allowed without prior written approval of the City. The City reserves the right to have the consultant(s) replace any project team member.

Previous Contracts with the City

The proposer shall submit a list, which indicates all prime contracts and/or amendments awarded to the proposer from the City for the last three (3) years. The list shall include a short description of the project, the project scope of work, award date, completion date, name of proposer's assigned Project Manager, name of City's Project Manager, and contract value.

Exceptions to this Request for Proposals

The proposer shall certify whether it takes no exception(s) to this RFP. If the proposer does take exception(s) to any portion of the RFP, the specific portion to which exception(s) is taken must be identified and explained. Failure to make exceptions to the RFP will be deemed a waiver of any objection. Exceptions will be considered during the proposal evaluation process.

Detailed Cost Estimate

The proposer shall provide an estimate of the total direct and indirect costs to complete all tasks identified in the detailed Scope of Work. All project costs will be subject to audit. A detailed cost breakdown of costs by task shall be provided identifying:

- a. The number of staff hours and hourly rates for each professional and administrative staff person who will be committed to this project, including fringe and related overhead costs, if any.
- b. An estimate of all other direct costs, such as materials and reproduction costs.
- c. An estimate of subconsultant services, if needed.

Equal Opportunity Contracting Program

The proposer shall comply with the Equal Opportunity Contracting Program requirements by providing all necessary documentation. See Appendix A.

VI. SUBMITTAL REQUIREMENTS

1. Ten (10) copies of the proposal shall be submitted by mail or hand delivery. Proposals submitted by facsimile or e-mail are not acceptable and will not be considered.
2. The proposal and any required certifications shall be signed by an individual or individuals authorized to execute legal documents on behalf of the proposer.
3. The proposal must be addressed to and received no later than 4 p.m., local time, on **Friday, July 7, 2006** at the office of:

The City of San Diego, Planning Department
202 C Street, Fourth Floor, MS 4A
San Diego, California 92101
Attention: Maxx Stalheim, Senior Planner
Postmarks will not be accepted in lieu of this requirement.

4. Proposals are to be submitted in sealed packages with the following information clearly marked on the outside of each package:
 1. Name of the proposer
 2. Project title: "Proposal for Hillcrest Corridor Mobility Plan Feasibility Study"
 3. Package Number (e.g., 1 of ____, 2 of ____)
5. Failure to comply with the requirements of the RFP may result in disqualification. The City is not responsible for finding, correcting, or seeking clarification regarding ambiguities or errors in proposals. If a proposal is found to contain ambiguities or errors, it may receive a lower score during the evaluation process. The City reserves the right to disqualify a proposal with mathematical or clerical errors, inconsistencies, or missing information, which prevent the City from fully evaluating the proposal. The City may, but is not required to, seek clarification from a proposer regarding information in a proposal. Errors and ambiguities in proposals will be interpreted in favor of the City.
6. Proposals and/or modifications received subsequent to the hour and date specified above will not be considered.

VII. PRE-SUBMITTAL ACTIVITIES

1. Questions Concerning Request for Proposals

All questions relating to the RFP must be received in writing via mail, facsimile, e-mail, or hand delivery no later than 4 p.m., on **Friday, June 23, 2006**, addressed to the Hillcrest Corridor Mobility Plan Feasibility Study Project Manager:

The City of San Diego, Planning Department
202 C Street, MS 5A
San Diego, California 92101
Attention: Maxx Stalheim, Senior Planner
E-mail: mstalheim@sandiego.gov
Phone: (619) 236-6153
Facsimile: (619) 533-5951

A link from the Planning Department's web page will be developed, maintained, and devoted to this RFP. It can be accessed from
<http://www.sandiego.gov/planning/community/profiles/uptown/index.shtml>.

Responses to all questions received concerning this RFP will be posted as a link from the Planning Department's web page (shown above) to a PDF document on an on-going basis. All responses and all timely questions received concerning this RFP will be posted on the web page at least three (3) working days prior to the proposal due date. It is the responsibility of proposers to check the web page for questions and responses related to this RFP.

2. Pre-Proposal Meeting

A meeting to answer questions that potential proposers may have regarding this RFP will be held on Friday, June 23, 2006 at 2:00 p.m. in the Executive Complex, 1010 Second Avenue, 6th Floor Large Conference Room.

3. Revision to the Request for Proposals

The City reserves the right to revise the RFP prior to the date that proposals are due. Revisions to the RFP shall be dated and posted on the link from the Planning Department's Web page at least two (2) full business days prior to the deadline for proposals. It is the responsibility of the proposer to check the web page (<http://www.sandiego.gov/planning/community/profiles/uptown/index.shtml>) for any revisions related to this RFP.

VIII. CONSULTANT EVALUATION AND SELECTION PROCESS

1. The City will establish a consultant evaluation committee (Committee) for this project which will include representatives from the City, SANDAG, UPI, Caltrans, and the community.
2. Based upon the proposals submitted, the Committee may select a short-list of qualified firms for this project. The City reserves the right to make final consultant selection based solely upon evaluation of the written proposals, without short-listing firms or conducting oral interviews, should it find it to be in its best interest to do so. The Committee may interview the short-listed firms in the month of July. If needed, short-listed firms will receive notice of the date and time for the oral interview. The Committee will rank the qualified finalists based upon the written proposal, interview, and reference scores, and other appropriate evaluation factors.
3. The Committee will recommend the top-ranked proposer to the Mayor via the Planning Department Director; and will request authority to enter into negotiations with the selected firm. The Mayor has final authority for selection. The proposer selected for negotiations will be sent notification of the City's intent to enter into negotiations. Proposers who are not selected for negotiations will be sent notification of the City's intent to enter negotiations with another proposer.

4. Upon receipt of the Mayor's authorization to negotiate, the Project Manager will establish a negotiating team and enter into negotiations with the selected firm. The negotiations may cover the following: scope of work, contract schedule, contract terms and conditions, technical specifications, level of effort, and price. If the negotiating team is unable to reach an acceptable agreement with the selected firm, the negotiating team will recommend to the Mayor via the Planning Department Director that negotiations be terminated and that negotiations with the second ranked firm be initiated. The Mayor has final authority to terminate negotiations and begin negotiations with another proposer.
5. After negotiation of a proposed agreement that is fair and reasonable, the negotiating team will recommend to the Mayor via the Planning Department Director that the City enter into the proposed agreement. Final authority to approve the agreement rests with the Mayor.

IX. EVALUATION CRITERIA

Proposers will be evaluated on the following criteria according to the weights assigned below. If interviews are conducted, they will be worth 50 points. The City reserves the right to combine the proposer's interview scores with their proposal scores, or to select proposers based solely upon their written proposal or interview. Proposers will be evaluated on the following criteria according to the weights assigned below.

1. Project Experience [20 Points]

Qualified consultants will have a variety of experience in providing similar professional planning services with public, government, private, not-for-profit, and other agencies. The City's inability to obtain positive feedback on a proposer during reference-checks or to confirm a proposer's history of financial responsibility may reduce that proposer's score in this category.

2. Proposed Methodology and Approach to Work [25 Points]

Proposers must demonstrate the ability to carry out the project by meeting the proposal's description and requirements identified in Sections III and IV of the RFP. High quality, clear, and complete proposals showing proposer's understanding of the project and willingness to comply with the RFP requirements will receive higher scores in this category. While proposers are required to meet the goals and deadlines for the project as described in this RFP, proposers can score higher in this criteria section if they demonstrate innovative, advanced, and/or well-thought-out methodologies that the City may not have specifically identified in this RFP.

3. Cost or Best Value [20 Points]

Proposals will be evaluated for providing the best methodology and services at the lowest cost and the best value. Each proposal will be evaluated on the following:

1. The soundness of the proposed budget, by task and schedule, including a determination of whether the budget and the assumptions upon which it is based are feasible; and
2. Whether the proposal has accounted for all necessary expenditures, including those not specifically identified in the description of tasks, within the project budget.

4. Staff Qualifications [20 Points]

Proposals will be evaluated for providing the best-qualified team to staff the project.

1. Proposer's staff qualifications include a combination of experience, education, and background in land use, transportation, and pedestrian planning and traffic engineering;
2. The quality and timeliness of performance by the proposer on previous contracts and agreements

5. Understanding of the Community Planning Environment [10 Points]

The project objective is to achieve community consensus on the design of traffic calming measures, transit, bicycle, and pedestrian improvements in the urban Hillcrest corridor. Consensus would be reached with extensive community outreach and involvement throughout the entire process.

6. Equal Opportunity Contracting Program [5 Points]

The City of San Diego Planning Department is dedicated to the principles of equal opportunity in the workplace and in subconsulting. It is the Planning Department's expectation that firms doing business with the Planning Department have, and are able to demonstrate, the same level of commitment to Equal Opportunity in both employment and subconsulting. (See Attachment A: Consultant Requirements)

Include a completed Work Force Report (see Attachment AA) for your employees located within San Diego County. If the firm's workforce, or part of the workforce, is located outside of San Diego County, include a Work Force Report for those counties as well. Show the specific actions consistently taken to ensure equal opportunity in their employment and subcontracting practices, including past performance and actions to be taken on this Proposal. The selected firm may be required to submit workforce data for a regional office prior to contract work.

X. SCHEDULE FOR NOMINATION, SELECTION, AND AWARD

The City anticipates the process for nominating and selecting a consultant and awarding the contract will be according to the following tentative schedule:

1. Advertise and Issue RFP June 9, 2006
2. Pre-Proposal Meeting (optional)..... June 23, 2006
3. Last Day to Submit Questions Regarding RFP..... June 23, 2006
4. Proposal Due Date July 7, 2006
5. Interviews (if utilized)..... (tentative) July 21, 2006
6. Selection and Notification of Intent to Award..... July 28, 2006
7. Contract Negotiations Complete..... August 11, 2006
8. Council Approval of Contract..... September 11, 2006
9. Notice of Award/Notice to Proceed..... September 12, 2006

XI. SPECIAL CONDITIONS

1. Reservations

This RFP does not commit the City to award a contract, to defray any costs incurred in the preparation of a proposal pursuant to this RFP, or to procure or contract for work. The City may reject bids without providing the reason(s) underlying the declination. A failure to award a contract to the lowest bidder will not result in a cause of action against the City.

2. Public Records

All proposals submitted in response to this RFP become the property of the City and public records and, as such, may be subject to public review.

3. Right to Cancel

The City reserves the right to cancel or revise, for any or no reason, in part or in its entirety, this RFP. If the City cancels the RFP prior to the deadline for proposals or revises the RFP, notification will placed on the City's Planning Department web page.

4. Additional Information

The City reserves the right to request additional information and/or clarification from any or all proposers to this RFP, but is under no obligation to do so.

XII. ATTACHMENT

- A. Equal Opportunity Contracting Program (EOCP) Contractor Requirements including Work Force Report, Subconsultants List, and Contract Activity Report

EQUAL OPPORTUNITY CONTRACTING PROGRAM (EOCP) CONSULTANT REQUIREMENTS

TABLE OF CONTENTS

I.	City's Equal Opportunity Commitment.....	1
II.	Nondiscrimination in Contracting Ordinance	1
III.	Equal Employment Opportunity.....	2
IV.	Equal Opportunity Contracting	4
V.	Demonstrated Commitment to Equal Opportunity.....	5
VI.	List of Subconsultants.....	6
VII.	Definitions.....	6
VIII.	Certification.....	7
IX.	List of Attachments.....	7

I. City's Equal Opportunity Commitment. The City of San Diego (City) is strongly committed to equal opportunity for employees and subconsultants of professional service consultants doing business with the City. The City encourages its consultants to share this commitment. Prime consultants are encouraged to take positive steps to diversify and expand their subconsultant solicitation base and to offer consulting opportunities to all eligible subconsultants.

II. Nondiscrimination in Contracting Ordinance. All consultants and professional service providers doing business with the City, and their subconsultants, must comply with requirements of the City's *Nondiscrimination in Contracting Ordinance*, San Diego Municipal Code Sections 22.3501 through 22.3517.

A. Proposal Documents to include Disclosure of Discrimination Complaints. As part of its bid or proposal, Proposer shall provide to the City a list of all instances within the past ten (10) years where a complaint was filed or pending against Proposer in a legal or administrative proceeding alleging that Proposer discriminated against its employees, subconsultants, vendors, or suppliers, and a description of the status or resolution of that complaint, including any remedial action taken.

B. Contract Language. The following language shall be included in contracts for City projects between the consultant and any subconsultants, vendors, and suppliers:

Consultant shall not discriminate on the basis of race, gender, religion, national origin, ethnicity, sexual orientation, age, or disability in the solicitation, selection, hiring, or treatment of subcontractors, vendors, or suppliers. Consultant shall provide equal

opportunity for subconsultants to participate in subconsulting opportunities. Consultant understands and agrees that violation of this clause shall be considered a material breach of the contract and may result in contract termination, debarment, or other sanctions.

- C. Compliance Investigations. Upon the City's request, Consultant agrees to provide to the City, within sixty (60) calendar days, a truthful and complete list of the names of all Subconsultants, vendors, and suppliers that Consultant has used in the past five (5) years on any of its contracts that were undertaken within San Diego County, including the total dollar amount paid by Consultant for each subcontract or supply contract. Consultant further agrees to fully cooperate in any investigation conducted by the City pursuant to the City's *Nondiscrimination in Contracting Ordinance*, Municipal Code Sections 22.3501 through 22.3517. Consultant understands and agrees that violation of this clause shall be considered a material breach of the contract and may result in remedies being ordered against the Consultant up to and including contract termination, debarment and other sanctions for violation of the provisions of the *Nondiscrimination in Contracting Ordinance*. Consultant further understands and agrees that the procedures, remedies and sanctions provided for in the *Nondiscrimination in Contracting Ordinance* apply only to violations of the *Ordinance*.

III. Equal Employment Opportunity. Consultants shall comply with requirements of San Diego Ordinance No. 18173, Section 22.2701 through 22.2707, Equal Employment Opportunity Outreach Program. Consultants shall submit a *Work Force Report* or an *Equal Employment Opportunity (EEO) Plan* to the Program Manager of the City of San Diego Equal Opportunity Contracting Program (EOCP) for approval.

- A. Work Force Report. If a *Work Force Report* (Attachment AA) is submitted, and an EOCP staff Work Force Analysis determines there are under representation when compared to County Labor Force Availability data, Consultant will be required to submit an *Equal Employment Opportunity Plan*.
- B. Equal Employment Opportunity Plan. If an *Equal Employment Opportunity Plan* is submitted, it must include at least the following assurances that:
1. The Consultant will maintain a working environment free of discrimination, harassment, intimidation and coercion at all sites and in all facilities at which the Consultant's employees are assigned to work;
 2. A responsible official is designated to monitor all employment related activity to ensure the Consultant's EEO Policy is being carried out and to submit reports relating to EEO provisions;
 3. Consultant disseminates and reviews its EEO Policy with all employees at least once a year, posts the policy statement and EEO posters on all company bulletin boards and job sites, and documents every dissemination

review and posting with a written record to identify the time, place, employees present, subject matter, and disposition of meetings;

4. The Consultant reviews, at least annually, all supervisor's adherence to and performance under the EEO Policy and maintains written documentation of these reviews;
5. The Consultant discusses its EEO Policy Statement with subconsultants with whom it anticipates doing business, includes the EEO Policy Statement in its subcontracts, and provides such documentation to the City upon request;
6. The Consultant documents and maintains a record of all bid solicitations and outreach efforts to and from subconsultants, consultant associations and other business associations;
7. The Consultant disseminates its EEO Policy externally through various media, including the media of people of color and women, in advertisements to recruit, maintains files documenting these efforts, and provides copies of these advertisements to the City upon request;
8. The Consultant disseminates its EEO Policy to union and community organizations;
9. The Consultant provides immediate written notification to the City when any union referral process has impeded the Consultant's efforts to maintain its EEO Policy;
10. The Consultant maintains a current list of recruitment sources, including those outreaching to people of color and women, and provides written notification of employment opportunities to these recruitment sources with a record of the organizations' responses;
11. The Consultant maintains a current file of names, addresses and phone numbers of each walk-in applicant, including people of color and women, and referrals from unions, recruitment sources, or community organizations with a description of the employment action taken;
12. The Consultant encourages all present employees, including people of color and women employees, to recruit others;
13. The Consultant maintains all employment selection process information with records of all tests and other selection criteria;
14. The Consultant develops and maintains documentation for on-the-job training opportunities and/or participates in training programs for all of its employees, including people of color and women, and establishes

apprenticeship, trainee, and upgrade programs relevant to the Consultant's employment needs;

15. The Consultant conducts, at least annually, an inventory and evaluation of all employees for promotional opportunities and encourages all employees to seek and prepare appropriately for such opportunities;
16. The Consultant ensures the company's working environment and activities are non-segregated except for providing separate or single-user toilets and necessary changing facilities to assure privacy between the sexes;
17. The Consultant establishes and documents policies and procedures to ensure job classifications, work assignments, promotional tests, recruitment and other personnel practices do not have a discriminatory effect; and
18. The Consultant is encouraged to participate in voluntary associations, which assist in fulfilling one or more of its non-discrimination obligations. The efforts of a consultant association, consultant/community professional association, foundation or other similar group of which the Consultant is a member will be considered as being part of fulfilling these obligations, provided the Consultant actively participates.

IV. Equal Opportunity Contracting. Prime consultants are encouraged to take positive steps to diversify and expand their subconsultant solicitation base and to offer contracting opportunities to all eligible subconsultants. To support its Equal Opportunity Contracting commitment, the City has established a voluntary *subconsultant participation level*.

A. Subconsultant Participation Level

1. Projects valued at \$25,000 or more have a voluntary Subconsultant Participation Level goal of 15 percent. Goals are achieved by contracting with any combination of Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Disadvantaged Business Enterprise (DBE), Disabled Veteran Business Enterprise (DVBE) or Other Business Enterprise (OBE) level.
2. While attainment of the 15 percent Subconsultant Participation Level goal is strictly voluntary, the City encourages diversity in your outreach and selection efforts. Historical data indicates that of the overall 15 percent goal, 25 to 30 percent Disadvantaged Business Enterprise (DBE) and 1 to 3 percent Disabled Veteran Business Enterprise (DVBE) participation is attainable. The remaining percentages may be allocated to Other Business Enterprises (OBE). Participation levels may be used as a tiebreaker in cases of an overall tie between two or more firms.

- B. Contract Activity Reports. To permit monitoring of the successful Consultant's commitment to achieving compliance, *Contract Activity Reports* (Attachment BB) reflecting work performed by subconsultants shall be submitted quarterly for any work covered under an executed contract.
- V. **Demonstrated Commitment to Equal Opportunity.** The City seeks to foster a business climate of inclusion and to eliminate barriers to inclusion.
- A. Proposers are required to submit the following information with their proposals:
1. Outreach Efforts. Description of Proposer's outreach efforts undertaken on this project to make subconsulting opportunities available to all interested and qualified firms.
 2. Past Participation Levels. Listing of Proposer's subconsultant participation levels achieved on all private and public projects within the past three (3) years. Include name of project, type of project, value of project, subconsultant firm's name, percentage of subconsultant firm's participation, and identification of subconsultant firm's ownership as a certified Small Business, Disadvantaged Business Enterprise, Disabled Veteran Business Enterprise, or Other Business Enterprise.
 3. Equal Opportunity Employment. Listing of Proposer's strategies to recruit, hire, train and promote a diverse workforce. These efforts will be considered in conjunction with Proposer's *Workforce Report* as compared to the County's Labor Force Availability.
 4. Community Activities. Listing of Proposer's current community activities such as membership and participation in local organizations, associations, scholarship programs, mentoring, apprenticeships, internships, community projects, charitable contributions and similar endeavors.
- B. Consultant selection panels will consider and evaluate the Proposer's demonstrated commitment to equal opportunity including the following factors:
1. Outreach Efforts. Proposer's outreach efforts undertaken and willingness to make meaningful subconsulting opportunities available to all interested and qualified firms on this project.
 2. Past Participation Levels. Proposer's subconsultant participation levels achieved on all private and public projects within the past three (3) years.
 3. Equal Opportunity Employment. Proposer's use of productive strategies to successfully attain a diverse workforce as compared to the County's Labor Force Availability.
 4. Community Activities. Proposer's current community activities.

VI. List of Subconsultants. Consultants are required to submit a *Subconsultant List* with their proposal.

A. Subconsultants List. The *Subconsultant List* (Attachment CC) shall indicate the Name and Address, Scope of Work, Percent of Total Proposed Contract Amount, Dollar Amount of Proposed Subcontract, Certification Status and Where Certified for each proposed subconsultant.

1. Subconsultants must be named on the *Subconsultants List* if they receive more than one-half of one percent (0.5%) of the Prime Consultant's fee.

B. Commitment Letters. Proposer shall also submit subconsultant *Commitment Letters* on subconsultant's letterhead, no more than one page each, from all proposed subconsultants to acknowledge their commitment to the team, scope of work, and percent of participation in the project.

VII. Definitions. Certified “**Minority Business Enterprise**” (MBE) means a business which is at least fifty-one percent (51%) owned by African Americans, American Indians, Asians, Filipinos, and/or Latinos and whose management and daily operation is controlled by one or more members of the identified ethnic groups. In the case of a publicly-owned business, at least fifty-one percent (51%) of the stock must be owned by, and the business operated by, one or more members of the identified ethnic groups.

Certified “**Women Business Enterprise**” (WBE) means a business which is at least fifty-one percent (51%) owned by one or more women and whose management and daily operation is controlled by the qualifying party(ies). In the case of a publicly-owned business, at least fifty-one percent (51%) of the stock must be owned by, and the business operated by, one or more women.

Certified “**Disadvantaged Business Enterprise**” (DBE) means a business which is at least fifty-one percent (51%) owned and operated by one or more socially and economically disadvantaged individuals and whose management and daily operation is controlled by the qualifying party(ies). In the case of a publicly-owned business, at least fifty-one percent (51%) of the stock must be owned by, and the business operated by, socially and economically disadvantaged individuals.

Certified “**Disabled Veteran Business Enterprise**” (DVBE) means a business which is at least fifty-one percent (51%) owned by one or more veterans with a service related disability and whose management and daily operation is controlled by the qualifying party(ies).

“**Other Business Enterprise**” (OBE) means any business which does not otherwise qualify as Minority, Woman, Disadvantaged or Disabled Veteran Business Enterprise.

VIII. Certification.

- A. The City of San Diego is a signatory to a Memorandum of Understanding (MOU) with the California Department of Transportation (CALTRANS), and therefore has adopted a policy regarding certification of MBE/WBE/DBE/DVBE firms. As a result of the MOU, an MBE, WBE or DBE is certified as such by any of the following methods:
 - 1. Current certification by the City of San Diego as MBE, WBE, or DBE;
 - 2. Current certification by the State of California Department of Transportation (CALTRANS) as MBE, WBE or DBE;
 - 3. Current MBE, WBE or DBE certification from any participating agency in the statewide certified pool of firms known as CALCERT.
- B. DVBE certification is received from the State of California's Department of General Services, Office of Small and Minority Business (916) 322-5060.

IX. List of Attachments.

- AA - *Work Force Report & Instructions*
- BB - *Subconsultants List*
- CC - *Contract Activity Report*



City of San Diego
EQUAL OPPORTUNITY CONTRACTING (EOC)
1010 Second Avenue • Suite 500 • San Diego, CA 92101
Phone: (619) 533-4464 • Fax: (619) 533-4474

WORK FORCE REPORT

ADMINISTRATIVE

The objective of the *Equal Employment Opportunity Outreach Program*, San Diego Municipal Code Sections 22.3501 through 22.3517, is to ensure that contractors doing business with the City, or receiving funds from the City, do not engage in unlawful discriminatory employment practices prohibited by State and Federal law. Such employment practices include, but are not limited to unlawful discrimination in the following: employment, promotion or upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rate of pay or other forms of compensation, and selection for training, including apprenticeship. Contractors are required to provide a completed *Work Force Report (WFR)*.

CONTRACTOR IDENTIFICATION

Type of Contractor: ☐ Construction ☐ Vendor/Supplier ☐ Financial Institution ☐ Lessee/Lessor
☐ Consultant ☐ Grant Recipient ☐ Insurance Company ☐ Other

Name of Company: _____

AKA/DBA: _____

Address (Corporate Headquarters, where applicable): _____

City _____ County _____ State _____ Zip _____

Telephone Number: (____) _____ FAX Number: (____) _____

Name of Company CEO: _____

Address(es), phone and fax number(s) of company facilities located in San Diego County (if different from above):

Address: _____

City _____ County _____ State _____ Zip _____

Telephone Number: (____) _____ FAX Number: (____) _____

Type of Business: _____ Type of License: _____

The Company has appointed: _____

as its Equal Employment Opportunity Officer (EEOO). The EEOO has been given authority to establish, disseminate, and enforce equal employment and affirmative action policies of this company. The EEOO may be contacted at:

Address: _____

Telephone Number: (____) _____ FAX Number: (____) _____

- ☐ One San Diego County (or Most Local County) Work Force - Mandatory
☐ Branch Work Force *
☐ Managing Office Work Force

Check the box above that applies to this WFR.

**Submit a separate Work Force Report for all participating branches. Combine WFRs if more than one branch per county.*

I, the undersigned representative of _____
(Firm Name)

_____, _____ hereby certify that information provided
(County) (State)

herein is true and correct. This document was executed on this _____ day of _____ 20 ____.

(Authorized Signature)

(Print Authorized Signature)

OFFICE(S) or BRANCH(ES): _____ COUNTY: _____

INSTRUCTIONS: For each occupational category, indicate number of males and females in every ethnic group. Total columns in row provided. Sum of all totals should be equal to your total work force. Include all those employed by your company on either a full or part-time basis. The following groups are to be included in ethnic categories listed in columns below:

- | | |
|--|--|
| (1) Black, African-American | (5) Filipino |
| (2) Hispanic, Latino, Mexican-American, Puerto Rican | (6) White, Caucasian |
| (3) Asian, Pacific Islander | (7) Other ethnicity; not falling into other groups |
| (4) American Indian, Eskimo | |

OCCUPATIONAL CATEGORY	(1) Black		(2) Hispanic		(3) Asian		(4) American Indian		(5) Filipino		(6) White		(7) Other Ethnicities	
	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)
Management & Financial														
Professional														
A&E, Science, Computer														
Technical														
Sales														
Administrative Support														
Services														
Crafts														
Operative Workers														
Transportation														
Laborers*														

*Construction laborers and other field employees are not to be included on this page

Totals Each Column														
--------------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Grand Total All Employees

Indicate by Gender and Ethnicity the Number of Above Employees Who Are Disabled

Disabled														
----------	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Non-Profit Organizations Only:

Board of Directors														
Volunteers														
Artists														



CITY OF SAN DIEGO WORK FORCE REPORT – ADMINISTRATIVE

HISTORY

The Work Force Report (WFR) is the document that allows the City of San Diego to analyze the work forces of all firms wishing to do business with the City. We are able to compare the firm's work force data to County Labor Force Availability (CLFA) data derived from the United States Census. CLFA data is a compilation of lists of occupations and includes the percentage of each ethnicity we track (Black, Hispanic, Asian, American Indian, Filipino) for each occupation. Currently, our CLFA data is taken from the 2000 Census. In order to compare one firm to another, it is important that the data we receive from the consultant firm is accurate and organized in the manner that allows for this fair comparison.

WORK FORCE & BRANCH WORK FORCE REPORTS

When submitting a WFR, especially if the WFR is for a specific project or activity, we would like to have information about the firm's work force that is actually participating in the project or activity. That is, if the project is in San Diego and the work force is from San Diego, we want a San Diego County Work Force Report.¹ By the same token, if the project is in San Diego, but the work force is from another county, such as Orange or Riverside County, we want a Work Force Report from that county.² For example, if participation in a San Diego project is by work forces from San Diego County, Los Angeles County and Sacramento County, we will ask for separate Work Force Reports representing the work forces of

your firm from each of the three counties.^{1,2} On the other hand, if the project will be accomplished completely outside of San Diego, we ask for a Work Force Report from the county or counties where the work will be accomplished.²

MANAGING OFFICE WORK FORCE

Equal Opportunity Contracting may occasionally ask for a Managing Office Work Force (MOWF) Report. This may occur in an instance where the firm involved is a large national or international firm but the San Diego or other local work force is very small. In this case, we may ask for both a local and a MOWF Report.^{1,3} In another case, when work is done only by the Managing Office, only the MOWF Report may be necessary.³

TYPES OF WORK FORCE REPORTS:

Please note, throughout the preceding text of this page, the superscript numbers one ¹, two ² & three ³. These numbers coincide with the types of work force report required in the example. See below:

- ¹ One San Diego County (or Most Local County) Work Force – Mandatory in most cases
- ² Branch Work Force *
- ³ Managing Office Work Force

**Submit a separate Work Force Report for all participating branches. Combine WFRs if more than one branch per county*

Exhibit: Work Force Report Job categories

Refer to this table when completing your firm's Work Force Report form(s).

Management & Financial

Advertising, Marketing, Promotions, Public Relations, and Sales Managers
Business Operations Specialists
Financial Specialists
Operations Specialties Managers
Other Management Occupations
Top Executives

Professional

Art and Design Workers
Counselors, Social Workers, and Other Community and Social Service Specialists
Entertainers and Performers, Sports and Related Workers
Health Diagnosing and Treating Practitioners
Lawyers, Judges, and Related Workers
Librarians, Curators, and Archivists
Life Scientists
Media and Communication Workers

Other Teachers and Instructors
Postsecondary Teachers
Primary, Secondary, and Special Education School Teachers
Religious Workers
Social Scientists and Related Workers

Architecture & Engineering, Science, Computer

Architects, Surveyors, and Cartographers
Computer Specialists
Engineers
Mathematical Science Occupations
Physical Scientists

Technical

Drafters, Engineering, and Mapping Technicians
Health Technologists and Technicians
Life, Physical, and Social Science Technicians
Media and Communication Equipment Workers

Sales

Other Sales and Related Workers
Retail Sales Workers
Sales Representatives, Services
Sales Representatives, Wholesale and Manufacturing
Supervisors, Sales Workers

Administrative Support

Financial Clerks
Information and Record Clerks
Legal Support Workers
Material Recording, Scheduling, Dispatching, and Distributing Workers
Other Education, Training, and Library Occupations
Other Office and Administrative Support Workers
Secretaries and Administrative Assistants
Supervisors, Office and Administrative Support Workers

Services

Building Cleaning and Pest Control Workers
Cooks and Food Preparation Workers
Entertainment Attendants and Related Workers
Fire Fighting and Prevention Workers
First-Line Supervisors/Managers, Protective Service Workers
Food and Beverage Serving Workers
Funeral Service Workers
Law Enforcement Workers
Nursing, Psychiatric, and Home Health Aides
Occupational and Physical Therapist Assistants and Aides
Other Food Preparation and Serving Related Workers
Other Healthcare Support Occupations
Other Personal Care and Service Workers

Other Protective Service Workers
Personal Appearance Workers
Supervisors, Food Preparation and Serving Workers
Supervisors, Personal Care and Service Workers
Transportation, Tourism, and Lodging Attendants

Crafts

Construction Trades Workers
Electrical and Electronic Equipment Mechanics, Installers, and Repairers
Extraction Workers
Material Moving Workers
Other Construction and Related Workers
Other Installation, Maintenance, and Repair Occupations
Plant and System Operators
Supervisors of Installation, Maintenance, and Repair Workers
Supervisors, Construction and Extraction Workers
Vehicle and Mobile Equipment Mechanics, Installers, and Repairers
Woodworkers

Operative Workers

Assemblers and Fabricators
Communications Equipment Operators
Food Processing Workers
Metal Workers and Plastic Workers
Motor Vehicle Operators
Other Production Occupations
Printing Workers
Supervisors, Production Workers
Textile, Apparel, and Furnishings Workers

Transportation

Air Transportation Workers
Other Transportation Workers
Rail Transportation Workers
Supervisors, Transportation and Material Moving Workers
Water Transportation Workers

Laborers

Agricultural Workers
Animal Care and Service Workers
Fishing and Hunting Workers
Forest, Conservation, and Logging Workers
Grounds Maintenance Workers
Helpers, Construction Trades
Supervisors, Building and Grounds Cleaning and Maintenance Workers
Supervisors, Farming, Fishing, and Forestry Workers

SUBCONSULTANTS LIST

INFORMATION REGARDING SUBCONSULTANTS PARTICIPATION:

1. Subconsultant's List shall include name and complete address of all Subconsultants who will receive more than one half of one percent (0.5%) of the Prime Consultant's fee.
2. Proposer shall also submit subconsultant commitment letters on subconsultant's letterhead, no more than one page each, from subconsultants listed below to acknowledge their commitment to the team, scope of work, and percent of participation in the project.
3. Subconsultants shall be used for scope of work listed. No changes to this Subconsultants List will be allowed without prior written City approval.

NAME AND ADDRESS SUBCONSULTANTS	SCOPE OF WORK	PERCENT OF CONTRACT	DOLLAR AMOUNT OF CONTRACT	*MBE/WBE/ DBE/DVBE/ OBE	**WHERE CERTIFIED

**For information only.* As appropriate, Proposer shall identify Subconsultants as:

Certified Minority Business Enterprise	MBE
Certified Woman Business Enterprise	WBE
Certified Disadvantaged Business Enterprise	DBE
Certified Disabled Veteran Business Enterprise	DVBE
Other Business Enterprise	OBE

***For information only.* As appropriate, Proposer shall indicate if Subconsultant is certified by:

City of San Diego	CITY
State of California Department of Transportation	CALTRANS

CONTRACT ACTIVITY REPORT

Consultants are required by contract to report subcontractor activity in this format. Reports shall be submitted via the Project Manager to the *Equal Opportunity Contracting Program* (EOCP) no later than thirty (30) days after the close of each quarter.

PROJECT: _____ **PRIME CONTRACTOR:** _____

CONTRACT AMOUNT:_____ **INVOICE PERIOD:**_____ **DATE:**_____

Include Additional Services Not-To-Exceed Amount

Subcontractor	Indicate MBE, WBE, DBE, DVBE or OBE	Current Period		Paid to Date		Original Commitment	
		Dollar Amount	% of Contract	Dollar Amount	% of Contract	Dollar Amount	% of Contract
Prime Contractor Total:							
Contract Total:							

Completed by _____